

The West Virginian

"THE PAPER THAT GOES HOME."

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MONDAY EVENING, NOVEMBER 17, 1919.

THE AMERICAN'S CREED.

I believe in the United States of America as a government of the people, by the people, for the people, whose just powers are derived from the consent of the governed; a democracy in a republic, a sovereign Nation of many sovereign States; a perfect Union, one and inseparable, established upon those principles of freedom, equality, justice, and humanity for which American patriots sacrificed their lives and fortunes. I therefore believe it is my duty to my country to love it; to support its Constitution; to obey its laws; to respect its flag; and to defend it against all enemies.

HONESTY.

HONEST goods are more easily sold. It takes less time and effort and money to sell an honest proposition than one that is questionable. This is a discovery since advertising has become so generally used in promoting sales. An advertisement for a questionable article or proposition does not draw as large a number of inquires as an honest one. The returns are on a very much lower law of averages.

While it may be true that there is a sucker born every minute, and while it may be the successful design of the crooked advertiser to locate and get the suckers' money, yet there are more wise, shrewd persons who have more in the way of money with which to purchase goods. In other words, there are not only more wise shrewd ones, but they have a greater purchasing power.

Thus honest advertising brings a larger return than that which is questionable, for it has the wider field in its appeal. The discovery that honesty in advertising pays has done more to clean advertising than any power of individual or organized censorship. It is all in the fact that as a matter of profit, honesty in advertising as in personal salesmanship, is not just the best policy, but the only policy.

INVENTORS.

WHY do so many inventors fail to financially realize on their inventions? It is more often their failure to recognize certain very simple natural laws of business than the shrewd maneuverings of others. There are three elements to a financial success from a new invention:

First, there is the invention itself, then there is its economical production, and finally the selling—educating people to buy it and use it. This means that those who supply each of these elements are entitled to a share in the profits to say nothing of those who finance the enterprise and who may assume large risk on its outcome.

More often the largest problem of a new invention is its sale—its introduction. There is frequently more time, money, effort and sometimes more ingenuity displayed in marketing a device than in its original invention. All of us are more or less conservative about buying new devices and adopting new ways and manners of doing things, and this tendency must be broken down by educational advertising and personal salesmanship.

RUFF STUFF

Many grocers and meat dealers have been pinched in Baltimore for over-marking and underweighting.

Wonder if they have some law over there that is not applicable to this neck of the woods?

Or is it simply a case of having public officials who attend to their business?

The guy who says he is the soviet ambassador in this country has written to the government offering to provide them with "on to Russia" of all the country.

That's a pretty safe thing for him to do.

But it'll make the same offer to Earl Buckley he might have his bluff called to the tune of \$5 or so.

And how those postiferous guys would hate to be transferred from this land of peace, plenty and real money to the hunger, enforced work and the worthless thin planters of their native land.

Yet that is what is going to happen to some of 'em and they may have to pay the passage money themselves.

Or run the risk of falling into the hands of folks who feel that food scarcity and everything else considered the best thing to do would be to lean them with a hand grenade.

Speaking of Russians—
The prosecution of Justice has dis-
covered that Emma Goldman is not a
friend of the United States.

telephone into one city than it did to invent it. This was also true with the sewing machine—people first thought it a device of the evil one to throw poor women out of employment. Up until the organization of the International Harvester company a very large part of the profits from the sale of harvesters were used in sales—inducing the farmers to use them.

Then, in cases where inventors are in business control of their enterprises there is a tendency in them not to let their child alone. That is, they spend their time and money in bringing out improvements faster than the device can be manufactured and sold. They fail to market their inventions in a commercial state of perfection, but quantity production, sales and advertising campaigns are held up awaiting improvements.

The first concern to manufacture electric fans failed three times for this reason, and did not succeed until a production manager was employed who shut the inventor up in an experimental department and did not add any of his improvements until long after the fans had been on the market in a standardized form. As a result the inventor made enough out of the enterprise in ten years to retire.

The largest steel foundry in Ohio was built up around the invention of a certain type of car coupler. In the beginning it met with almost financial failure; for the industry was in charge of the inventor, who used a large part of his original capital in experimenting, making changes, in new patterns and the remelting of metal in an effort to improve upon his original invention.

The success of the enterprise did not come until the inventor was relieved of the production, and changes not permitted in his device faster than it could be produced and sold.

There is an old saying around a certain class of industries: "Many a good thing has died of improvements."

SMALL TOWN ADVANTAGES.

THE National Social Unit Organization has found that 70 per cent of the business leaders in cities come from small towns. The purpose of the organization is to make every city block into a separate community, its members working together for the common good. The movement turns city folk into neighbors.

City families seldom mingle as they do in villages. City government and public affairs generally are remote and baffling to the average household. Ward and precinct politics give only a few—and those not always the most desirable—an opportunity to display leadership.

Any plan which will enable the city dwellers—the busy wage-earner and his busy wife—to feel they are a part of the municipal organization and that their public services are valuable certainly will improve citizenship.

George W. Perkins, former partner of the Morgan banking house and financier of the Progressive party, in an address made at the closing session of the World's Christian Citizenship Conference at Pittsburgh launched a spirited attack at the non-voter whom he charged with being responsible for any bad social conditions that may exist. He advocated laws to compel every man and woman to vote and providing a progressive system of penalties leading up to imprisonment for failure to do so. How compulsory voting would work out in practice is not exactly clear, but there can be no doubt about the bad effects of non-voting, and something should be done to reduce it to a minimum.

Ludwig Martens, who calls himself the "Soviet ambassador," has written a letter to Secretary Lansing in which he offers to provide transportation to Russia for every citizen of his country whose presence in this country is undesirable. If Martens is in position to make good this proposition will make a strong appeal to taxpayers, for it means that if the government were to accept it they would be relieved of a lot of expense for prison up-keep.

At Washington they are hoping that there will be a quick settlement of the mine wage scale controversy, and there will be a strong echo to that all over the country. The interminable delays which attend the settlement of every important question in this country from the peace treaty on down contribute more than the average man suspects to the unrest which vexes the people.

What to do with the hundreds of teachers who will come to this city from all parts of the state to attend the annual sessions of the West Virginia Education association is still one of the big problems of the Executive committee. Public spirited householders ought to give the committee all the help they can in this. In this great gathering Fairmont will have an excellent opportunity to make a favorable impression and it should be taken advantage of. But the visitors will not be in a mood to appreciate our good points if they are not comfortably housed.

That raises the average considerably.
Dan Roper, commissioner of internal revenue says the American people are obeying the dry law.

Isn't Dan the trusting soul though?

After he has been trying to enforce the dry law as long as they have been trying to make this state dry he will probably be willing to concede that as long as it can be had some folks will drink likker.

MONONGAH

Entertained for Daughter.

Mr. and Mrs. Jesse Boone entertained at their home in Front street Wednesday evening in honor of their daughter Devina, it being her twelfth birthday. A nice social evening was spent with music games and refreshments. Those present were Virginia Lee, Kate Strickles, Lucile Mort, Alice Weaver, Anna Gregory, Irene Emith, Mabel Strickler, Fay Cain, Theima Hall, Evelyn Hagerty, Margaret Jones, Mary Martha Boone, Regina Boone, Lorraine Fleming, Kathleen Snider, Gracelyn Addis, Zibeline Goff, Frankie Ray, Rex Vincent, Ernest Jones, Harvey Leonard, Luther Casall, John Enviovich, Paul Smith, McCue Rodgers, Junior Leeson, Louis Pellegrini, Claire Boone, Carper Boone, Vern Levy, Lawrence Dawson, Herford and Bryan Currey, Earl Rodgers, Lorran Fox, Harold Trader, W. F. Rodgers, Johnny and Pat Trader, Arthur E. Johnny and Pat Trader, Arthur E. Boone, Mrs. Willa Anderson, Mr. and Mrs. Jesse Boone and daughter Eleanor.

Pythian Sisters Meet.
Another big affair went on at the lodge room in the opera house occur-

red last night, the Pythian Sisters added to their temple Meadames Lido Morris, Thelma Kern and Mildred Higgins. After the lodge sessions tables were spread with chicken, ham and pimento sandwiches, fruit salad, cake and coffee.

Pocahontas Initiation.
At the regular lodge session the Pocahontas this evening will finish the initiation of the new candidates taken in during the contest.

Will Show Picture.
Mr. Satterfield will entertain this evening on the second floor of the opera house with first class picture.

Notes and Personals.
S. C. Meredith is ill at his home here in Creek street.

Born to Mr. and Mrs. Harry Brumake a baby boy named Lloyd Thurman.

Mrs. Victor Lovelle and Mrs. Frank Carr of Fairmont were visiting with Mrs. George Fleming yesterday.

Mrs. Addie Moore entertained at her home last evening Miss Ruth Fisher and Miss Katherine Redic of Fairmont.

A contest game will start at the bowling alley Monday evening. Junior Pellegrini went to Gratton today to play football with the Fairmont High school.

Visiting Parents.
Mrs. Wanda Alston, of Fairmont, spent the week-end here with her parents, Mr. and Mrs. W. F. Boone.

Visited in Fairmont.
Mrs. William Cornell and children were visiting friends in Fairmont Saturday.

S. C. Meredith Ill.
Carl Meredith, of Meadowbrook, was here yesterday visiting his father, S. C. Meredith, who is quite ill.

Training Class Meets.
The Sunday school teacher training class of the Baptist church met

at the home of Rev. A. A. Dye Friday evening. Rev. Dye is class instructor.

Calling on Friends.
John Miller, who left here about five years ago to make his home near Kingwood, is back calling on his old friends and relatives.

Dinner Guest.
Frances Gibbons was a guest at dinner at the home of Mr. and Mrs. H. M. Meredith yesterday.

Won Prize.
Jennings Criswell and Seymour Watkins won the prizes at the Opera house last night.

Has Rheumatism.
Grover Carpenter is ill at his home from an attack of rheumatism.

Butchering Season.
A. A. Yost butchered six hogs on Saturday. If this cool weather keeps up the rest of the farmers in town will be safe in butchering their hogs.

Taken to Fairmont.
Mayme Watkins, of Camden avenue, was taken to Fairmont to the hospital Wednesday.

Visiting Parents.
Mrs. Lawrence Bogges, of White Rock, was visiting here with her parents, Mr. and Mrs. Melvin Moore, on Sunday.

Clarksburg Visitor.
Virgie Hetzel, of Clarksburg, was here yesterday visiting relatives.

Electrocuted Man Buried on Sunday

Funeral services over the late Charles Zampico of Bethlehem, who was electrocuted last Friday night while attempting to repair a light wire in his home, were held yesterday morning in the Italian Catholic church at Monongah. Rev. Father Raimondo Maggiore, officiating.

Interment was made in the Catholic cemetery at Monongah. R. L. Cunningham, under of Fairmont had charge of the funeral arrangements.

The deceased is survived by a wife and three children.

TRUTHS AND TRAVESTIES

By the Bard.

Attentun!
The longer you've had what you have the less thankful you are that you have it.

The attendance at Sunday school where they'll have Christmas trees is picking up.

Have you noticed the higher cost of Santa Clausings?

That trusting habit, so soundly denounced and so much practiced, is having a deuce of a struggle with the big drought.

Parade Rest!
Chicago mothers broke a school strike by warming the spanking spots of the youthful strikers without calling Judge Anderson's court but the principle seems to be about the same in both cases.

Present Arms!
If you're hunting something to be thankful for:

If, while you're buying Thanksgiving Day dinner, raw material you are lacking in the true thankful spirit, be glad you did not have to do your purchasing in Richmond Va., 65 years ago when—

Butter sold at \$15 the pound.
Turkeys sold at \$50 each.
And the lard for pumpkin pies set one back \$3.25 a pound.
Ground Arms!

British scientists are all excited over the over-argued theory that the shape of an egg is a guide to the sex of the future chick.

What is more to the point is the trade commission's finding that half of the cold storage eggs in this country belong to the meat packers, which is something of a guide to the price of the future, "boiled," tried or scrambled.

All Hands on Deck.

The senatorial production of peace treaty reservations is, as the Department of Agriculture might put it, a bumper crop.

Horrors! What if Santa Claus should come to bat with a demand for an eight-hour day Dec. 24-25?

Seasons of peace? Huh! Snowball battles just start.

Life ceases to be interesting when you begin to think you're as far ahead as you'll ever get. And usually you will never go farther once you think that way.

Dr. Rupert Blue advises city men to chop their own wood. Fine idea! But mother objects to father chopping up the family furniture and the landlord would kick if he cut down the front yard shade tree.

In the gladsome winter time a man's thoughts turn lightly to thoughts of bills, bills, bills. Also carrying out ashes, shoveling off the sidewalks and I hope the fire'll keep over night.

"Next year, by golly, I'll start my Christmas money earlier!"
Return to Quarters!

MANNINGTON

Small Fire.
A small blaze at the Mannington Cigar factory in Betty avenue yesterday morning caused the alarm to be sounded and the department to be turned out, but the fire was extinguished before the latter arrived. The damage was trifling.

Mrs. Homer Dies.
Mrs. Rebecca Homer wife of George Homer died early Saturday morning at her home in Soudine. She is survived by a husband and three children.

Silk Camisoles
Beautiful
in the
Darkest Colors

Courtneys' Store
Honest Values 108-110 Main St.

Dozens of Carry
New
SWEATERS
in the Bright colors
\$7.50 to \$10.50

**We Depend Upon Real Values
To Attract and Hold Our Customers**

With the Sting of Jack Frost In the Air—The First Thought Nowadays is of
Winter Coats!

Here Are Values That Are Real Trade Builders.

Seems just like there is not a really Smart, Attractive style that has not found its way into this Wonderful Assemblage. With the prices ranging from

\$18.50 up to \$135.00

There is not a taste or a purse that should not be satisfied here.

Unusual Interest Centers About the Stunning Models at

\$35.50 and 59.50

Such Wanted Materials as:—Bolivia cloth, velour, Yolama cloth, tinseltone, Pom cloth, silvertone, Broadcloth, Kersey cloth, Zibeline, Nobby Mixtures and Handsome Plushes.

The Lavish Use of Fur on a Host of these models gives them that distinctive, distinguished touch so much admired and makes them ideally cosy for real winter wear. Searching Comparisons will lead you Back to Courtneys'.

Truthful Advertising **Courtneys' Store** Dependable Merchandise

As Fast as They Are Bought Our Preparedness Bring Others in Their Place We Speak of our
\$4.95 HATS
Many women find, daily just the hat for every day wear among the dozens featured at this price.

George Taylor of Annabelle was a business visitor in the city on Saturday.

15 Barrel Producer.
The Hawkins Oil company have cleaned their fishing job on their No. 2 well on the Koon farm on Mohaas Run on Friday night, and when drilled into the sand filled up 600 feet and is estimated a fifteen barrel producer.

Joins Parents.
Rowland Timms left today for Pittsburgh where he will join his parents, Mr. and Mrs. J. R. Timms and family, who moved to Pittsburgh a few months ago.

Mother Ill.
Mr. and Mrs. Arch Flick have gone to Broadway, Va., where they were called by the serious illness of the former's mother.

Personals.
Mr. and Mrs. John Leiving have returned to their home at Monongah after a visit with the latter's aunt, Mrs. F. C. Sturm in Franklin street.

Mr. and Mrs. F. R. Stewart have returned from a visit with relatives in Fairmont.

Osney Minor of Fairmont spent yesterday with his aunt, Mrs. F. H. Huey near here.

Joseph Cottrill was home from W. V. U. at Morgantown for the week end.

Charles P. Flannagan was a Sunday visitor in Fairmont.

J. H. Sturm has returned from a visit with friends in Littleton.

B. & O. SHOPMAN'S MESSAGE A MOST CONVINCING ONE

E. S. Rudy Thinks a Second Bottle of Nerv-Worth Will Cure Him Entirely

The author of this statement is one of that very large class of thankful Nerv-Worth users who write their reports printed so that friends and neighbors may take the Nerv-Worth way to health as they did. Mark what he wrote to the Nerv-Worth druggist at Martinsburg, W. Va.:

"E. S. Shepherd—After suffering for about a year with a nervous breakdown and trying several kinds of medicine I bought a bottle of Nerv-Worth and I feel much better and I think one more bottle will cure me entirely. You can publish this so it can do others like it did me."

E. S. RUDY, 750 N. Queen Street, of Martinsburg B. & O. shops.

Crane's drug store in Fairmont, sells Nerv-Worth. Neighboring agencies: Johnson's Pharmacy, Shinnston; Hoshaker Pharmacy and Windsor; Dr. J. C. Monahan; F. J. Yost, Fairview; W. P. Moran, Farmington; H. J. Matthews & Co., Mannington; Grant Graham, Belington; W. C. Davis, Phillips—Adv.

turned from a two weeks visit in Atlantic City, N. J.

Clarence Haskins spent Sunday with friends in Fairmont.

John L. Ely and Frank E. Furbee have returned from a business visit in Fairmont.

Miss Lulu McMillan was home from Elliott Business College in Wheeling for the week end.

John W. Cutright spent yesterday with relatives in Farmington.

Attorney L. S. Schwenk has returned from a business visit in Charles-

Mr. and Mrs. S. E. Phillips have re-

ton.

Mr. and Mrs. S. E. Phillips have re-

ton.

Keeping Up With Shoe Fashions

It is no answering all of a woman's needs to supply her with stylish, comfortable fitting shoes at least we don't find so.

She wants and is glad to find that we carry Silk Hosiery and perfect fitting Gaiters to match our shoes well with her shoe purchases.

We keep up with Shoe Fashions in these particularly smart accessories.

Cuban Heels
are very popular. We show a great variety in black—brown and grey kidskin. Also Louis Heels.
\$5 to \$15.00

Shurtleff & Walton

Shoes That Satisfy

A Friendly Bank

can be of great benefit to a community for it stands ready to advance the interest of every depositor. A test of the friendliness of this institution will prove that our officers stand ready to advise and assist patrons to the limits of their power. May we serve you?

THE PEOPLE'S NATIONAL BANK.
Capital \$200,000.